

STREET SMART

Pedestrian and Bicycle Safety Education Campaign

Review of the FY 2012 Campaign and Planning for FY 2013

Bus Subcommittee
Item #3
October 23, 2012

Michael Farrell
DTP

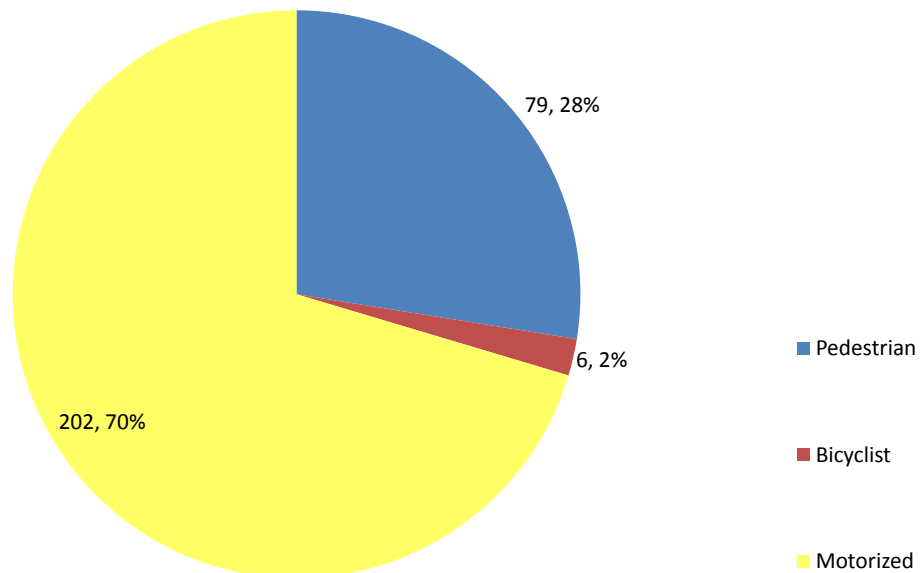
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Regional Traffic Fatalities

Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2011*



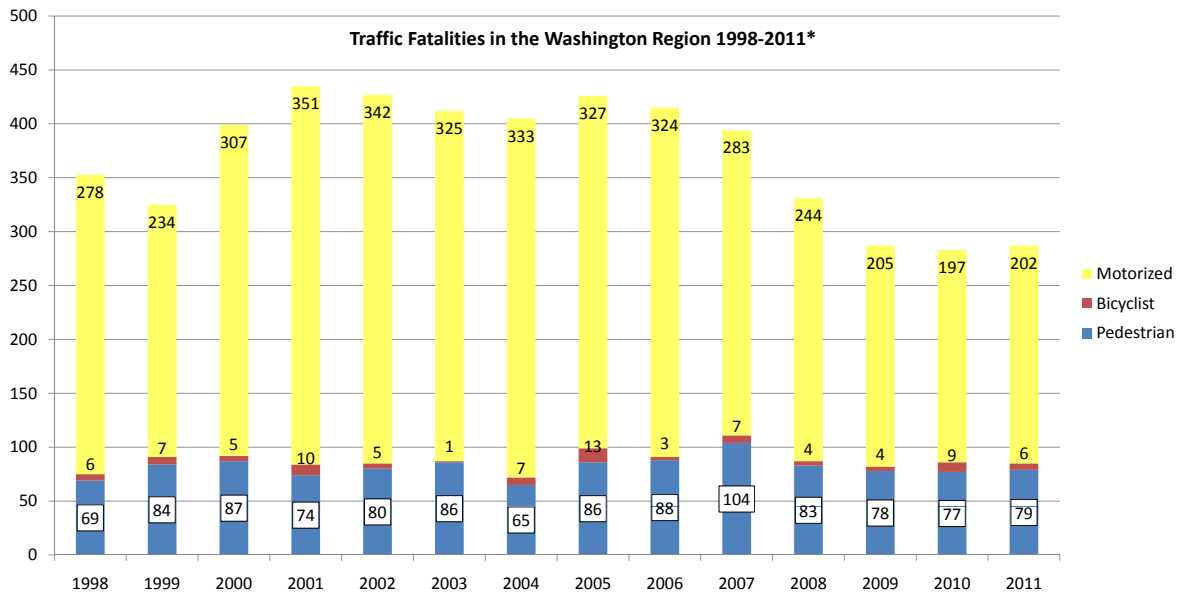
Total = 287

*2011 Preliminary data – MHSO, VDMV, DDOT,
Montgomery County

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Traffic Fatality Trends



*2011 Preliminary data – MHSO, VDMV, DDOT, Montgomery County

Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	2011*	TOTAL
District of Columbia	17	27	15	16	16	13	95
Charles County	2	6	1	3	3	9	24
Frederick County	4	1	0	1	4	0	10
Montgomery County	18	18	19	15	14	11	95
Prince George's County	20	29	41	23	23	30	166
Arlington County	1	1	1	4	1	5	13
City of Alexandria	1	2	0	0	2	2	7
Fairfax County	20	17	4	11	13	10	75
City of Fairfax	0	1	0	2	0	1	4
City of Falls Church	0	0	0	0	2	0	2
Loudoun County	1	3	0	1	2	3	10
City of Manassas	0	1	0	0	0	0	1
City of Manassas Park	0	0	0	0	0	0	0
Prince William County	7	5	6	6	6	1	31
Total	91	111	87	82	86	85	533

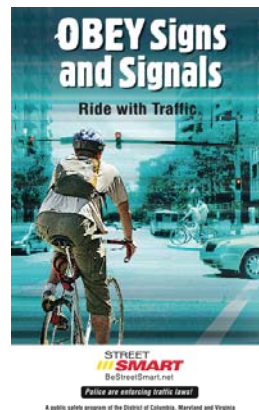
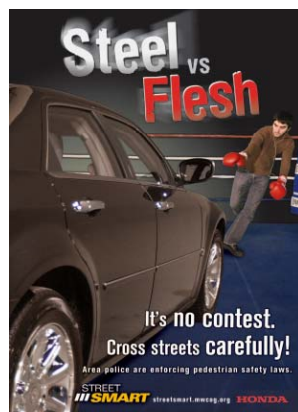
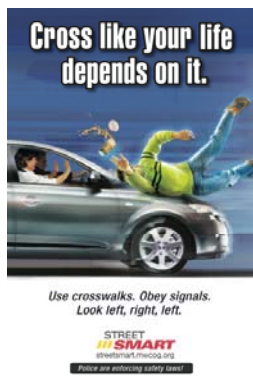
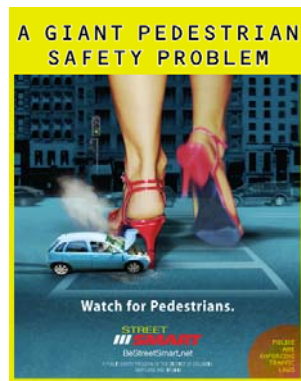
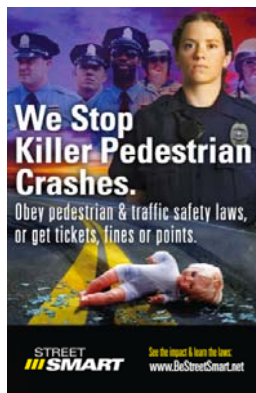
*2011 Preliminary data – MHSO, VDMV, DDOT

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - <http://beststreetsmart.net>
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by the States
 - WMATA
 - TPB Member Governments
- FY 2013: \$63k from COG dues, replaces local gov't contributions
 - 1.2 cents per capita from all vs. 5 cents per capita from some
- Total Budget \$623k, compared to \$634k in FY 2012

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Street Smart Funding, 2002-2013 (in thousands)

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
DDOT	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200	\$200?
DCMPD			\$80		\$30						
Maryland SHA	\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	\$120	\$120
Virginia SHSO	\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	\$116.616	\$90
WMATA						\$150	\$150	\$150	\$150	\$150	\$150
Local Gov't	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	\$47.3	\$63.344*
Private					\$10						
Grand Total	\$415	\$390	\$393	\$341.3	\$428.8	\$738.8	\$700.6	\$658.7	\$597.8	\$633.916	\$623.344
	*COG dues										

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Street Smart Advisory Group

- Works with consultant, TPB staff to plan campaign timing, strategy
- Reviews and approves all creative materials
- Coordinates with local law enforcement
- Membership
 - Previously consisted of representatives of funding agencies – States, WMATA, some TPB Member Jurisdictions
 - Now also open to all agencies paying COG dues
 - Letters inviting all jurisdictions to participate went out in May

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Street Smart Advisory Group Membership List

October-12

Agency	Representative	Title
State and Regional		
District of Columbia Department of Transportation	George Branan	Pedestrian Program Manager
Maryland Office of Highway Safety	Cristina Sinz	CTSP - State Highway Administration District 3
Virginia Department of Motor Vehicles	Bob Weakley	Grants Manager
Virginia Department of Transportation/NOVA District	Cindy Engelhart	District Bicycle and Pedestrian Coordinator
WMATA	Kristin Haldeman	Manager, Access Planning and Policy Analysis
MWCOG	Jeanne Saddler	Director, Office of Public Affairs
Local - MD		
Bladensburg		
Bowie	Todd Turner	Mayor, City of Bowie
Charles County		
College Park		
Frederick		
Frederick County		
Gaithersburg		
Greenbelt		
Montgomery County	Jeff Dunckel	Pedestrian Safety Coordinator
Prince George's County DPW&T	Victor Weissberg	Special Assistant to the Director
Rockville		
Takoma Park		
Local - VA		
Alexandria	Carrie Sanders	Principal Transportation Planner
Arlington County	David Goodman	Bicycle & Pedestrian Programs Manager
Fairfax		
Fairfax County	Chris Wells	Pedestrian Program Manager
Falls Church	Wendy Block Sanford	Transportation Program Manager / Principal Planner
Loudoun County	Arkopal Goswami	Senior Transportation Planner
Manassas		
Manassas Park		
Prince William County	Monica Backmon	Regional Planner

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Spring 2012 Campaign

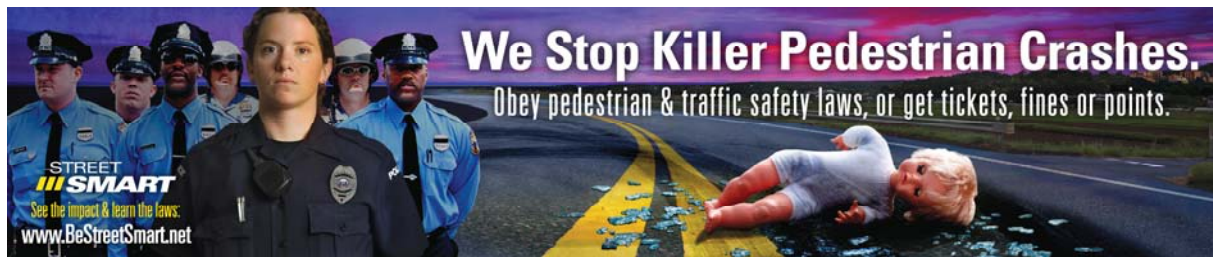
- **March 18 – April 14**
 - \$218,000 media budget
 - Four weeks Cable TV, Outdoor
 - Two weeks Radio
 - Weighted Wednesday – Sunday, 3 pm – 8 pm
 - **Press Event**
 - March 28th, 11:30 a.m., in District Heights, MD
 - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
 - Covered on WJLA 7, WUSA 9, WTOP
 - **Law Enforcement in High-Incidence Areas**
 - Prince George's, Montgomery, Capitol Heights, District of Columbia, Arlington, City of Fairfax, Prince William, others



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Example Ad (Bus Side):



Radio Ad:



<http://www.bestreetsmart.net/>

Evaluation

- Outreach success
 - Estimated \$1 million value in PSA's, donated media space, "earned media"
- Law enforcement
 - 3933 Citations and 2088 warnings issued during the campaign
 - See Annual Report for more details
- Pre and post-campaign web-based surveys of area motorists
 - Awareness of messages, law enforcement, self-reported behaviors
 - Shows that people remember the messages, and where they heard them
- Regional Fatalities and Injuries
 - Pedestrian & Bicyclist
- Complementary Local "Three E" program results
 - Example: Montgomery County Pedestrian Safety Initiative

Long Term Results

- Surveys show improvement over past ten years
 - Message Awareness
 - ↑ 24 percentage point increase
 - Perceived Law Enforcement
 - ↑ 18 percentage point increase
 - Reported dangerous driver, pedestrian behavior
 - ↓ 14 percentage point reduction in observed failure to yield to pedestrians
 - ↓ 7 percentage point reduction in observed jaywalking
 - Safety Data Results are Mixed
 - Pedestrian and Bicyclist fatalities and injuries are stable
 - Motorized fatalities and injuries are falling
 - Proportion of Pedestrian & Bicyclist fatalities and injuries is rising
 - Some jurisdictions have seen improvement. For example,
 - Montgomery County Pedestrian Safety Initiative
 - Comprehensive Engineering, Enforcement & Education Program
 - Uses the Street Smart materials, hosts press event
 - \$4 million/year budget, mostly engineering at high-crash locations
- 10/23/2012 – Reduced pedestrian fatalities, serious injuries

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A New Approach

- New Project Consultant – Sherry Matthews, Inc.
 - Submitted the most highly rated among eight proposals
 - Long history of public safety campaigns for Texas DOT, others
 - Working with Advisory Group to Develop proposal for FY 2013
 - Fresh data on target demographic in the Washington Region
 - Each State had ID'd high-incidence locations and corridors
 - Use to target events, enforcement
 - Less paid media
 - More outreach, more “news clip” PSA’s in partnership with radio stations, more social media promotion

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Fall 2012 Campaign

- November
 - Between Election Day & Thanksgiving
- Press Event – November 14
 - Belmont Ridge Road @ W&OD Trail, Loudoun County
- Paid radio traffic sponsorships
 - 15 seconds
 - November 12th – 25th
- Safety outreach events
 - 3 events, November - December
- Media tour
- Social media
- **No paid transit advertising**
- \$95,500

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Bus Card: Cross After the Bus Leaves the Stop

**Cross after the Bus
leaves the stop.**

Stay alert. Cross safely.
Be sure drivers can see you and
watch for buses making wide turns.

STREET
/// SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia

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Please Run our Bus Card PSA's!

- Releasing, proofing, printing, delivery, and installation typically requires at least two weeks lead time.
- To deliver produced pieces by November 5th for a November 12th posting, we need to have specs and sign off by the end of this week (October 26).
- Contact:

Kenna Williams, KennaW@sherrymatthews.com

Sherry Matthews Advocacy Marketing

1912 Sunderland Place NW, Washington, DC 20036

202-416-0110 (office)

